

Message Text

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ACTION EB-07

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FM AMEMBASSY BRASILIA

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 9354

UNCLAS BRASILIA 4016

USIAC

FOR: IOP:, ATTN: DONOVAN

STATE FOR EB:/OCA/USTS

E.O. 11652: N/A

SUBJECT: SATW TRAVEL WRITERS CONVENTION

REF: CM-551

1. POST VERY INTERESTED IN PARTICIPATING PROJECT TO BRING FOREIGN TRAVEL WRITERS TO CONVENTION. POST URGES THAT CONSIDERATION BE GIVEN FOR TWO INVITATIONS TO BRAZILIAN JOURNALISTS BECAUSE OF UNUSUAL POTENTIAL OF TOURISM TO U.S. BY BRAZILIAN , NUMBER HIGH-QUALITY TRAVEL EDITORS IN COUNTRY, AND HIGH RAG-LEVEL OF COUNTRY.

2. IF THIS POSSIBLE, POST PROPOSES INVITE THESE NEWSMEN:

A. PAULO CELSO FACIN, CHIEF EDITOR OF WEEKLY TOURISM SUPPLEMENT OF O ESTADO DE SAO PAULO.FACIN RECEIVED INVITATION FROM USTS TO VISIT U.S. IN 1972 BUT WAS UNABLE TO TRAVEL AT THAT TIME. FACIN'S SUPPLEMENT IS ONE OF BRAZIL'S LARGEST AND BEST-EDITED, AND IT OF COURSE REACHES O ESTADO'S PRESTIGE AUDIENCE. THIS TRAVEL SUPPLEMENT UNDOUBTEDLY REACHES AN AUDIENCE WITH THE MEANS TO TRAVEL ABROAD.

B. FUAD ATALA, EDITOR OF O GLOBO (RIO) WEEKLY TRAVEL SUPPLEMENT. O GLOBO IS ONE OF RIO'S WIDEST-CIRCULATING
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PAGE 02 BRASIL 04016 221048Z

"SERIOUS" DAILIES, AND IT ALSO MAINTAINS IMPRESSIVE

CIRCULATION IN MANY OTHER STATE CAPITALS THROUGHOUT
BRAZIL.
TUCH

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NNN

Message Attributes

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